This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1.   (Canceled)

2.   (Previously Presented)   The apparatus of claim 45 wherein the highlighted cell is magnified within the window.

3.- 6. (Canceled)

7.   (Previously Presented)   The apparatus of claim 2 wherein a position of the window is fixed and the program title of a next cell is scrolled into the window.

8.   (Previously Presented) The apparatus of claim 7 wherein the scrolling is in response to selection of a navigation button in the electronic program guide.

9.   (Previously Presented) The apparatus of claim 7 wherein the scrolling is in response to actuation of a navigation button.

10.   (Previously Presented) The apparatus of claim 2 wherein an auxiliary menu is displayed in the window, the auxiliary menu including a menu of options for the highlighted cell.

11.   (Previously Presented)   The apparatus of claim 10 wherein the auxiliary menu is displayed in response to actuation of an auxiliary menu button to cause the auxiliary menu to be displayed extending outward from a portion of the perimeter of the window located outside of the grid.

12.   (Previously Presented) The apparatus of claim 11 wherein display of the auxiliary menu includes displaying the auxiliary menu at the same time as the program information.

13.   (Previously Presented) The apparatus of claim 46 wherein an advertisement is displayed.

14.   (Previously Presented) The apparatus of claim 13 wherein the advertisement is related to the highlighted cell.

15.   – 19. (canceled)

20.   (Previously Presented) The apparatus of claim 39 wherein the window displays only one program title from the grid.

21.   – 23. (Canceled)

24.   (Previously Presented) The apparatus of claim 39 wherein the window further includes an auxiliary menu, the auxiliary menu including a menu of options for the highlighted cell.

25.   (Previously Presented) The apparatus of claim 24 wherein the auxiliary menu is displayed extending outward from a portion of the perimeter of the window located outside the grid in response to actuation of an auxiliary menu button.

26.   (Previously Presented) The apparatus of claim 25 wherein selection of one of the auxiliary menu buttons causes the apparatus to close the auxiliary menu.

27.   (Previously Presented) The apparatus of claim 25 wherein selection of one of the auxiliary menu buttons causes the apparatus to record the program in the highlighted cell.

28.   (Previously Presented) The apparatus of claim 25 wherein selection of one of the auxiliary menu buttons causes the apparatus to order the program in the highlighted cell on-demand.

29.   (Previously Presented) The apparatus of claim 25 wherein selection of one of the auxiliary menu buttons causes the apparatus to automatically record all occurrences of programs relating to the highlighted cell.

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30.   (Previously Presented)   The apparatus of claim 29 wherein the occurrences of the selected program are recorded even if at a different time and channel than the highlighted cell.

31.   (Previously Presented)   The apparatus of claim 25 wherein selection of one of the auxiliary menu buttons causes the apparatus to tune to the program in the highlighted cell.

32.   (Previously Presented)   The apparatus of claim 25 wherein selection of one of the auxiliary menu buttons causes the apparatus to set a reminder notification for the program in the highlighted cell.

33.   (Previously Presented)   The apparatus of claim 25 wherein selection of one of the auxiliary menu buttons causes the apparatus to display more information regarding the program in the highlighted cell.

34.   (Previously Presented)   The apparatus of claim 25 wherein selection of one of the auxiliary menu buttons causes the apparatus to limit access to a program corresponding the highlighted cell.

35.   (Previously Presented)   The apparatus of claim 25 wherein the auxiliary menu is displayed at the same time as the program title and information.

36.   (Previously Presented)   The apparatus of claim 39 wherein the electronic program guide further includes an advertisement relating to the highlighted cell.

37.   – 38. (Canceled)

39.   (Currently Amended) An apparatus comprising:

        a processor configured to process program information and to cause display of an electronic ~~programming~~ program guide comprising:

a celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein cells at an intersection of the first data set and the second data set display an available program title; and

a window displaying information concerning a program title of a highlighted cell, ~~wherein~~ the window ~~is~~ located such that there are no non-highlighted cells between the highlighted cell and the window, ~~wherein the celled grid and the window overlap such that the highlighted cell of the celled grid is located within the window, and~~ wherein the window and the highlighted cell have a consistent background~~,~~ ~~and wherein the background~~ that differs from a background of other cells in the celled grid.

40. (Previously Presented) The apparatus of claim 39, wherein the grid cells are scrollable vertically and horizontally, and wherein titles associated with the first data set move into an adjacent row in response to vertical scrolling and titles associated with the second data set move into an adjacent column in response to horizontal scrolling.

41. (Currently Amended) An apparatus comprising:

a processor configured to process program information and to cause display of an electronic ~~programming~~ program guide comprising:

a celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein cells at an intersection of the first data set and the second data set display a title for available content; and

a window having a perimeter where a portion of the perimeter is outside the grid and another portion of the perimeter extends to a limited portion of the grid that includes but does not extend beyond a boundary defined by a highlighted cell, an associated element of the first data set and an associated element of the second data set.

42. (Previously Presented) The apparatus of claim 41 wherein the window is positioned at a fixed location within the electronic program guide, and wherein other titles are scrolled to the fixed location of the window to display the program information associated therewith.

43. (Previously Presented) The apparatus of claim 42 wherein lettering associated with the titles traverse across the portion of the perimeter of the window extending into the grid when the other titles are scrolled to the fixed location of the window.

44. (Previously Presented) The apparatus of claim 43 wherein the lettering traverses in a step-wise manner across the perimeter of the window, the step-wise manner causing consecutive letters to appear on opposite sides of the portion of the perimeter of the window extending into the grid.

45. (Previously Presented) The apparatus of claim 41 wherein the window includes a re-display of the title in the highlighted cell at a location offset from the highlighted cell such that the title is displayed at two different locations within the perimeter of the window.

46. (Previously Presented) The apparatus of claim 41 wherein an area defined by the perimeter of the window is colored, the coloring of the window causing the window to standout relative to the rest of the electronic program guide.

47. (Currently Amended) A method of presenting an electronic ~~programming~~ program guide comprising:

      causing, by a processing device, display of a celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein cells at an intersection of the first and second data sets display a program title for an available program; and

      upon receiving input highlighting one of the cells, causing generation of a window having a perimeter, a portion of the perimeter being outside the grid and another portion of the perimeter being inside the grid that includes but does not extend beyond a boundary defined by one of the cells, one of a first data set element and one of a second data set element.

48. (Previously Presented) The method of claim 47 further comprising scrolling the grid cells such that lettering associated with another program title and a

corresponding first data set element or a second data set element traverses across the portion of the perimeter of the window extending into the grid.

49. (Previously Presented) The method of claim 48 further comprising scrolling the lettering in a step-wise manner across the perimeter of the window, the step-wise manner causing consecutive letters to appear on opposite sides of the portion of the perimeter of the window extending into the grid.

50. (Previously Presented) The method of claim 49 further comprising fixing a location of the window within the electronic program guide such that the other cells are scrolled to the fixed location of the window.

51. (Previously Presented) The method of claim 47 further comprising displaying program information for the program title appearing in the highlighted cell within a portion of the window located outside of the grid.

52. (Previously Presented) The method of claim 51 further comprising re-displaying the program title in the highlighted cell at a location offset from the highlighted cell such that the program title is displayed at two different locations within the perimeter of the window.

53. (Previously Presented) The method of claim 47 further comprising coloring an area defined within the perimeter of the window with a color that causes the window to standout relative to the rest of the electronic program guide.

54. (Currently Amended) A method of presenting an electronic ~~programming~~ program guide comprising:

causing, by a processing device, display of a celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein a cell at an intersection of the first data set and the second data set displays a title for available content; and

causing display of scrolling of the grid cells vertically or horizontally such that titles associated with the first data set move into an adjacent row when scrolling vertically and titles associated with the second data set move into an adjacent column when scrolling horizontally, wherein a first program title occupies a window displaying program information about a first program, and when a second program title is caused to scroll into the window, at least a portion of the first program title and the second program title share the window until the first program title exits the window.

55. (Currently Amended) An apparatus comprising:

a processor configured to process program information and to cause display of an electronic ~~programming~~ program guide comprising:

a celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein grid cells at an intersection of the first data set and the second data set display an available program title; and

the grid cells being capable of scrolling vertically and horizontally and wherein program titles associated with the first data set move into an adjacent row when the grid cells scroll vertically and program titles associated with the second data set move into an adjacent column when the grid cells scroll horizontally, wherein a first program title occupies a window displaying program information about a first program, and when a second program title is caused to scroll into the window, at least a portion of the first program title and the second program title share the window until the first program title exits the window.

56.   (Currently Amended) A method comprising:

causing, by a processing device, display of a celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein cells at an intersection of the first data set and the second data set display an available program title; and

causing display of a window displaying information concerning a program title of a highlighted cell, wherein the window is located such that there are no non-

highlighted cells between the highlighted cell and the window, wherein the celled grid and the window overlap such that the highlighted cell of the celled grid is located within the window, and wherein the window and the highlighted cell have a consistent background, and wherein the background that differs from a background of other cells in the celled grid.

57.   (Previously Presented) The method of claim 56, wherein the window further includes an auxiliary menu, the auxiliary menu including a menu of options for the highlighted cell.

58.   (Previously Presented) The method of claim 57, further comprising displaying the auxiliary menu extending outward from a portion of the perimeter of the window located outside the grid in response to actuation of an auxiliary menu button.

59.   (Previously Presented) The method of claim 56, wherein the grid cells are scrollable vertically and horizontally, and wherein titles associated with the first data set move into an adjacent row in response to vertical scrolling and titles associated with the second data set move into an adjacent column in response to horizontal scrolling.